

1 of 5

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A		:60	\$2,000.00	09/04-09/07	4	1	4	\$8,000.00	
		Buyline Comment: WAKE UP										
	2	TU-F	7A-9A		:60	\$3,000.00	09/04-09/07	3	1	3	\$9,000.00	
		Buyline Comment: TODAY SHOW										
	3	TU-F	11A-12P		:60	\$650.00	09/04-09/07	4	1	4	\$2,600.00	
		Buyline Comment: RACHEL RAY										
	4	TU-F	5P-630P		:60	\$2,400.00	09/04-09/07	4	1	4	\$9,600.00	
		Buyline Comment: NEWS										
	5	TU-F	630P-730P		:60	\$2,600.00	09/04-09/07	8	1	8	\$20,800.00	
		Buyline Comment: JEOPARDY/WHEEL										
	6	TU-F	11P-1135P		:60	\$2,200.00	09/04-09/07	8	1	8	\$17,600.00	
		Buyline Comment: NEWS										
	7	TU-F	1135P-1235A		:60	\$1,500.00	09/04-09/07	4	1	4	\$6,000.00	
		Buyline Comment: TONIGHT SHOW										

Station KSNV-TV LAS VEGAS, NV.
Advertiser () .AMER 4 PROSPERITY
Product AMER FOR PROSPERITY
Estimate# 400
Buyer KAREN BENCKINI
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //400
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

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	*8	TU	8P-9P		:60	\$8,000.00	09/04-09/04	1	1	1	\$8,000.00	
				Buyline Comment: AGT								
				Station Remark: V2 AGT airs 8-10P on TU 9/4								
	*9	W	10P-11P		:60	\$6,400.00	09/05-09/05	1	1	1	\$6,400.00	
				Buyline Comment: LAW & ORDER:SVU								
				Station Remark: V2 NA NFL								
	10	F	10P-11P		:60	\$3,200.00	09/07-09/07	1	1	1	\$3,200.00	
				Buyline Comment: DATELINE								
	11	SA	6A-7A		:60	\$700.00	09/08-09/08	1	1	1	\$700.00	
				Buyline Comment: NEWS								
	12	SA	7A-9A		:60	\$1,250.00	09/08-09/08	1	1	1	\$1,250.00	
				Buyline Comment: SAT TODAY								
	13	SA	5P-630P		:60	\$1,300.00	09/08-09/08	2	1	2	\$2,600.00	
				Buyline Comment: NEWS								
	14	SA	630P-730P		:60	\$1,000.00	09/08-09/08	2	1	2	\$2,000.00	
				Buyline Comment: JEOPARDY/WHEEL								
	15	SA	730P-8P		:60	\$750.00	09/08-09/08	1	1	1	\$750.00	
				Buyline Comment: VEGAS INC								
	16	SA	8P-9P		:60	\$2,400.00	09/08-09/08	1	1	1	\$2,400.00	
				Buyline Comment: AGT								
	17	SA	10P-11P		:60	\$2,000.00	09/08-09/08	1	1	1	\$2,000.00	
				Buyline Comment: LAW & ORDER:SVU								
	18	SA	11P-1135P		:60	\$2,200.00	09/08-09/08	2	1	2	\$4,400.00	
				Buyline Comment: NEWS								

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	19	SU	6A-7A		:60	\$650.00	09/09-09/09	1	1	1	\$650.00	
				Buyline Comment: NEWS								
	20	SU	7A-8A		:60	\$1,250.00	09/09-09/09	1	1	1	\$1,250.00	
				Buyline Comment: SUN TODAY								
	21	SU	8A-9A		:60	\$6,000.00	09/09-09/09	1	1	1	\$6,000.00	
				Buyline Comment: MEET THE PRESS								
	*22	SU	5P-630P		:60	\$1,300.00	09/09-09/09	2	1	2	\$2,600.00	
				Buyline Comment: NEWS								
				Station Remark: V2 NA NFL...move to News in Prime following the game with rate for that time period								
	*23	SU	9P-11P		:60	\$3,000.00	09/09-09/09	1	1	1	\$3,000.00	
				Buyline Comment: AGT								
				Station Remark: V2 NA NFL								
	24	SU	11P-1135P		:60	\$2,200.00	09/09-09/09	2	1	2	\$4,400.00	
				Buyline Comment: NEWS								
	25	SU	1135P-1205A		:60	\$800.00	09/09-09/09	1	1	1	\$800.00	
				Buyline Comment: SPOTS IN VEGAS								
	26	M	6A-7A		:60	\$2,000.00	09/10-09/10	1	1	1	\$2,000.00	
				Buyline Comment: WAKE UP								
	27	M	7A-9A		:60	\$3,000.00	09/10-09/10	1	1	1	\$3,000.00	
				Buyline Comment: TODAY SHOW								
	28	M	11A-12P		:60	\$650.00	09/10-09/10	1	1	1	\$650.00	
				Buyline Comment: RACHEL RAY								

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	29	M	5P-630P		:60	\$2,400.00	09/10-09/10	2	1	2	\$4,800.00	
			Buyline Comment: NEWS									
	30	M	630P-730P		:60	\$2,600.00	09/10-09/10	2	1	2	\$5,200.00	
			Buyline Comment: JEOPARDY/WHEEL									
	31	M	11P-1135P		:60	\$2,200.00	09/10-09/10	2	1	2	\$4,400.00	
			Buyline Comment: NEWS									
	32	M	1135P-1235A		:60	\$1,500.00	09/10-09/10	1	1	1	\$1,500.00	
			Buyline Comment: TONIGHT SHOW									

---REPORT TOTALS---

Report Totals: 68 / \$147,550.00

---SALES MONTHLY TOTALS---

Sep 12: 68 / \$147,550.00

Sales Totals: 68 / \$147,550.00

Station Totals: 68 / \$147,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$1,844,375	CATV	0%	KBLR	0%	KINC	0%	KLAS	20%	KSNV	8%
		KTNV	30%	KTUD	1%	KVCW	1%	KVMY	21%	KVVU	19%
		XXXX	0%								

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12

Demos RA35+

Rep Order# 6848845 Ver# 2 Status Returned
EC'd Yes

Traffic Order#

Printed: 08/31/2012 12:05 PM
Last Received: 08/31/2012 6:37 AM
Showing Buylines: All Lines

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--- CREDIT RISK ---
CASH IN ADVANCE